

# SERVICE

## USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

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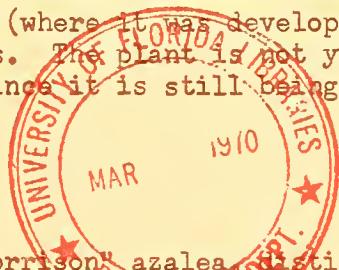
No. 74

CELEBRATE NATIONAL LAWN AND GARDEN WEEK - MARCH 20-26

### HONEYSUCKLE ANYONE?

Nostalgia You Can Eat. Maybe honeysuckle brings thoughts of Springtime evenings...warm days and plans for the garden. All still true, but we will soon have a new type of honeysuckle that offers edible fruit as well as creamy-white blossoms. It's called Sweetberry. The new many-branched, spreading shrub will be among the new ornamentals to be shown during the Second National Lawn and Garden Week opening in the patio of the U. S. Department of Agriculture's Administration Building in Washington on March 20--for the first day of Spring. This new honeysuckle is hardy for cold winters. It was developed as an outdoor ornamental for the midwestern plains--more hardy in Iowa (where it was developed) than most other plants of this species. The plant is ~~not~~ yet available from commercial nurseries since it is still being evaluated at Ames, Iowa.

### NEW PLANTS TO BE SHOWN



Highlighting the Azaleas. The "Ben Morrison" azalea, distinguished by its red centered blossoms with ~~white~~ <sup>yellow</sup> ~~center~~ <sup>center</sup>, will be among the new plants shown at the Second National Lawn and Garden Week opening March 20. Named for the first director of the National Arboretum, B. Y. Morrison, this azalea is a hybrid of Asian ancestry. It has been 20 years in development at the U. S. Plant Introduction Station at Glenn Dale, Md. The mature plant grows to a height of 3 feet and a spread of 4 feet. It is a dense, twiggy evergreen shrub, with dull, medium green leaves. With a cultural need similar to that of other azaleas, it is normally grown as a specimen or border plant. It blooms in mid- or late May. B. Y. Morrison was famed for his development of the Glenn Dale azaleas. His work is commemorated in the Morrison Garden at the National Arboretum.



## WHAT'S NEW IN THE TOMATO PATCH?

Add Zing to Your Salad. To many people, a salad without a trace of tomato is not a salad. Thus, the quest for more and better tomatoes is usually high on the consumer's shopping list. Two new, highly productive tomatoes, with ripe fruit on the vines, will be exhibited during the 1970 National Lawn and Garden Week in Washington. "Mars" the name of one of the tomato varieties, is about 3 to  $4\frac{1}{2}$  ounces in size, and oblate to round in shape. Internally its color is excellent. "Mars" also stores well on the shelf after harvest. "Parker" is an Italian or paste-type tomato, pear-shaped and slightly smaller than the Roma tomato. Both tomatoes are considered early fruiting varieties and may be harvested by machines -- a desirable feature for farm growers.

## MAGNOLIA TIME ALREADY?

Soon -- It Will Be. What's new in the garden? "Susan" is. This new hybrid has red-purple colors that come into bloom during mid-or late April. This magnolia at maturity will range from six to ten feet in height. It has an erect growth habit and tends to be rounded or conical in shape. It flowers later than one of its parents, and tends to escape damage by spring frosts. And...Susan inherits some fragrance from its Magnolia stellata parent. Not yet available to homeowners however, "Susan" was released from the U. S. Department of Agriculture to cooperating arboreta and nurseries in 1968. It will be on display at the National Lawn and Garden Week show in Washington on March 20th.

## NOW AVAILABLE TO HOMEOWNERS

New Creeping Euonymus -- "Longwood". It's hale and hardy. It spreads quickly to make a good ground cover. It does not pile up as most other forms of ground covers do. It is well adapted for shady or partially shady areas and it does well as a cover on low masonry walls. That's the Longwood -- so named because of the famous Longwood Gardens at Kennet Square, Pennsylvania, which have cooperated with the Department of Agriculture over a period of years in plant explorations, particularly to the Orient. This one has been developed from Japanese introductions. It is a good ground cover because it reaches a height of only two to four inches. It will be among the new horticultural displays arranged for Lawn and Garden Week planned by the U. S. Department of Agriculture in Washington.

## RESEARCH DATA AVAILABLE

Facts on Food Service. About a quarter of the consumer's food dollar is spent for food consumed away from home, according to the U. S. Department of Agriculture's Research Service. Research on the cost of foods distributed through the food service industry is a continuing program with ARS. Methods of operation for the food service industry, facilities and equipment all contribute to the cost of food. Current information on many facets of the industry, including personnel management, has been gathered by the Food Research Center for Catholic Institutions. The study was sponsored jointly by the National Restaurant Association and ARS. Single copies of the 138 page report are available free from the Transportation and Facilities Research Division, ARS, USDA, Federal Center Building, Hyattsville, Md. 20782. Ask for ARS Study 52-46.

## NORTH TO ALASKA

Help for Newcomers. Winter darkness, extreme cold, and higher living costs are special problems for newcomers to Alaska according to the USDA-State Cooperative Extension Service. The Service in the Fairbanks area now provides an 8 week TV series to cover problems peculiar to living in Alaska. It also does a weekly news column to explain such things as winterizing houses and cars and driving on ice and snow. Extension homemaker clubs help by sewing reflective tape on school children's parkas to make them visible in winter darkness.

## ENVIRONMENTAL AID

Let's Reclaim Trash? That's the latest from the U. S. Department of Agriculture's Forest Service. The agency reports that about half of city solid waste is wood fiber. Much of this wood fiber can be reclaimed. It can be combined with other pulp to make newsprint, coarse paper, some bond paper, building materials, and even new products. Scientists at the Forest Products Laboratory in Madison, Wis., are working on the problem of reclaiming wood fiber from trash. They have already produced a 20 pound bond paper in which 30 per cent of the wood fibers were reclaimed from the Madison city dump. Ultimately, three or four specific grades of pulp fibers may be recovered from solid wastes. The project can mean an improved environment for us all - less solid waste to dispose of; less air pollution from burning these wastes; and fewer demands on forest trees to be used for pulpwood.

## THINGS ARE LOOKING UP!

For Bigger and Better Eggs. Hens have every reason to cluck with pride these days. Their eggs are getting bigger and better. Better strains of chickens, better feed and better egg handling are all contributing to larger, higher quality eggs for the consumer. For example, only 67 per cent of the eggs delivered to West North Central Region packing plants in 1948 rated Grade A or better. In recent years, nearly 90 per cent of the deliveries made Grade A or better. It's a general trend across the country -- so that consumers are getting better eggs for their money.

## OUT OF RESEARCH

Whole-Milk Powder. Dairy Fresh, a new dry whole-milk powder developed by USDA research engineers looks as if it may easily hold its own in the supermarket race. It's a beverage quality, dry whole-milk with a long shelf life. In a recent supermarket test, just about everyone who bought and used the new powder couldn't tell the difference between Dairy Fresh and fresh fluid milk. More than three-fourths of the consumers who bought and used the new product said they planned on buying more. Sold at a price slightly below equivalent amounts of regular milk, the powdered product could open up new outlets for milk -- for camping trips, resort homes and other special uses where milk is hard to carry or keep.

## NEW PUBLICATION

## "MEAT AND POULTRY CLEAN FOR YOU"

Mrs. Clean. What do you know about sanitation guidelines? Do you know who checks the facilities used by meat and poultry processors? The U. S. Department of Agriculture's Consumer and Marketing Service sets up regulations and offers guidelines for the facilities used by processors under Federal Inspection. You, as a consumer, must also carry sanitary practices into your own kitchen though -- in order to make the job complete. Answers to questions on Federal inspection, plus tips to help you keep products clean and wholesome are included in the booklet "Meat and Poultry Clean for You" (G-173). Single copies are available free by writing to the Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250.

## CLUB PROGRAM CHAIRMEN

Motion Picture Available. Designed for "arm chair" travelers who cannot join the multitude of tourists visiting our Nation's garden showplace each year, The National Arboretum (16 mm, color, 13 $\frac{1}{2}$  min.), will be a popular film this spring. The film includes a sequence taken in the Far East showing a USDA scientist collecting plants for developing new ornamentals to enhance the American scene. The film shows a sharp contrast between the Nation's Capital and the serene and beautiful gardens throughout the four seasons. Vivid colors of thousands of azaleas, rhododendrons and other blooms are pictured at the height of their season. Available on loan from land-grant university film libraries; the film may also be purchased by writing to the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250.

## MOTION PICTURES

"New Guidelines for the Well-Landscaped Home". Sound. Color. 16mm. Thinking of re-landscaping your home? Maybe just having a few professional ideas will activate your interest in the landscaping of your property? By the use of live action and animation the film offers guidelines for successful landscape, various uses for trees, shrubs and flowers. Each step of proper landscaping is explained and elaborated for the viewers to study and perhaps copy. Several ideas for relating other materials into the landscape plan are also included in the 14 minute presentation. For loan or purchase information write to the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250.

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SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Shirley E. Wagener, Editor of SERVICE, U. S. Department of Agriculture, Office of Information, Washington, D. C. 20250. Please include your zipcode.